When your Data Gets 'Dirty'

Cleansing & Mapping Data to Keep Content Relevant
What is ‘Dirty’ Data?

Organic Evolution
Where does ‘Dirty’ Data Come from?

Types of Projects?
Setting the Stage

- Media Data Drivers
- Digital Distribution Supply Chain
- Media
- Language
- Territory

Volume & Complexity
Digital Industry Growth Drivers

- Complexity & Volume of Product Offering
- Expanded Territory Footprint
- Increased Localization
- Diversified Platforms
- Greater Range of Value Added Material
- Demand for ‘Hot’ TV Offerings
Organic Evolution

(No Judgement!)
Step 1: Defining Scope
Establishing Business Value

Quantity or Quality?
Scope

Principles

• Business Driven (!)

• High level of Business Team Input in all areas of planning

• Collect All Ideas

• Prioritize
Step 2: Building Your Roadmap
Order of Events
(Rational & Realistic)

Develop Your Framework

Who will support the effort?
What needs to be accomplished at each step?
When does it need to be complete?
Where does the final set of data go?

continue

Be Clear and Specific
Step 3: Assess...
Assess Again...
Scope

Principles

- Defining Quality
- Testing the Truth
- Understanding Background
Step 4: Rules

(Tough Choices and Sticking to them)
Principles

- Critical Path
- Streamlined
- Purpose Driven
- Keeping it Flexible for the Future
Structure Will Set You Free
Structure Will Support the Business
Rules

Explaining the Rules

Explaining the Consequences
Step 5: Measure Progress

Defining Success
Principles

- ‘Practical’ KPI’s
- Meaningful
- Impactful
The Journey

1. Defining Scope
2. Building Roadmap
3. Assessment
4. Structure
5. Metrics
Thank you

Cleansing & Mapping Assets to Keep Content Relevant